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NOV 07 2007

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Listing of Claims

Claim 1 (Currently amended) A method of providing a service, comprising:
providing a funeral or memorial service that a number of persons attend;
and
providing attendees of the service with the opportunity to elect offering
persons selected based on their attendance of that service an election to receive a
funeral anniversary reminder;
wherein the reminder is a reminder to contact the bereaved.

Claim 2 (Currently amended) The service method of claim 1, further comprising
providing the anniversary reminder.

Claim 3 (Cancelled).

Claim 4 (Currently amended) The service method of claim 2, wherein the
reminder includes suggestions for what to write in a note to the bereaved.

Claim 5 (Currently amended) The service method of claim 2, wherein the
reminder includes guidelines for whether to contact the bereaved in regard to the
anniversary.

Claim 6 (Currently amended) The service method of claim 2, wherein the
reminder includes either the date of the funeral or the exact date of the anniversary.

Claim 7 (Currently amended) The service method of claim 1, wherein the
opportunity to elect to receive the reminder is given at the funeral service.

Claim 8 (Currently amended) The service method of claim 1, wherein the
attendees elect to receive the reminder by appropriately marking a funeral register.

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Claim 9 (Currently amended) A method of advertising a funeral business, comprising:

obtaining a list of funeral or memorial service attendees; and
shortly before a funeral anniversary date, providing members of the list
~~attendees of the service~~ with a reminder that the funeral anniversary date is
approaching;

wherein the reminder includes the name of a funeral business.

Claim 10 (Original) The method of claim 9, wherein the reminder is a reminder to
contact the bereaved.

Claim 11 (Original) The method of claim 10, wherein the reminder includes
suggestions for what to write in a note to the bereaved.

Claim 12 (Original) The method of claim 9, wherein the reminder includes
guidelines for whether to contact the bereaved.

Claim 13 (Cancelled).

Claim 14 (Original) The method of claim 9, wherein the reminder includes either
the date of the funeral event or the date of the anniversary.

Claim 15 (Original) The method of claim 9, wherein the reminder includes a
brochure that explains potential benefits of contacting a bereaved person regarding the
funeral anniversary.

Claim 16 (Original) The method of claim 15, wherein the brochure has a design
that lends itself to being handed out or picked up at a funeral or memorial service.

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Claim 17 (Original) A display comprising:
a funeral register; and
instructions for how a person filling out the register can elect to receive a funeral anniversary reminder.

Claim 18 (Original) The display of claim 17, wherein the election can be made on the register.

Claims 19-23. (Cancelled)

Claim 24 (Currently amended) A method of providing a service, comprising:
fulfilling requests to send flowers or plants; and
providing selectively offering persons requesting that flowers or plants be sent in connection with a funeral event the opportunity to elect an election to receive a funeral anniversary reminder.

Claim 25 (Currently amended) The ~~service~~ method of claim 24, further comprising providing the anniversary reminder.

Claim 26 (Currently amended) The ~~service~~ method of claim 24, wherein the reminder ~~includes a suggestion is to send flowers or plants to a bereaved person for the occasion of the funeral anniversary.~~

Claim 27 (new) The method of claim 1, wherein the reminder is for a one year anniversary.

Claim 28 (new) The method of claim 9, wherein the reminder is for a one year anniversary.

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Claim 29 (new) The method of claim 24, wherein the reminder is for a one year anniversary.